

**Amendments to the Drawings**

The attached sheets of drawings include changes to Figure 2. These sheets, which include Figures 1 and 2, replace the original single sheet that included Figures 1 and 2.

Attachment: Replacement Sheets

### REMARKS

Reconsideration of this application is respectfully requested in view of the foregoing amendments and the following remarks.

Claims 1-20 were pending in this application. In this Amendment, Applicant has amended claims 1, 4, and 16, has canceled claims 6 and 7, and has not added any new claims. Accordingly, claims 1-5 and 8-20 will be pending herein upon entry of this Amendment.

In the Office Action mailed June 23, 2009, the Examiner rejected claims 1-20 under 35 U.S.C. § 103(a) as being unpatentable over Applicant's Admitted Prior Art (AAPA) in view of U.S. Patent No. 5,009,161 to Wirz ("Wirz"). The Examiner also objected to the drawings filed with the application on September 27, 2005. To the extent that the prior art rejection might still be applied to the currently pending claims, Applicant respectfully traverses the rejection. The following remarks are organized under subheadings corresponding to the objection and rejection.

#### **Drawing Objection**

The Examiner objected to the drawings for failing to show the claimed feature of "the cleaning elements aligned between the rows of the matrix." In response to the objection, Applicant is submitting herewith a revised Figure 2 showing a merged view of original Figures 1 and 2. As shown, the cleaning elements 26, 26', 28 of cleaning roller 20 are aligned between the rows 12, 14 of elevations 16 of the matrix or punch 10. Support for the amendment to Figure 2 can be found in the original application, for example, in Figures 1 and 2 and at ¶¶ [0022-24] of the present published patent application. Accordingly, Applicant respectfully requests withdrawal of this objection.

**35 U.S.C. § 103(a): Claims 1-20**

To advance prosecution of this application, and without prejudice to or disclaimer of the subject matter of the previously pending claims, Applicant has amended independent claim 1 to clarify that the cleaning elements are adapted to run in a circumferential direction of the cleaning roller while remaining in between the rows of the at least one embossing roller. Applicant has similarly amended independent claims 4 and 16. Support for these amendments may be found, for example, in original claims 6 and 7 and in ¶ [0021] of the present published patent application. Applicant has also canceled claims 6 and 7 to be consistent with the amendments to their base claim 4.

The Examiner rejected original claim 6 as unpatentable over the disclosure of Figure 4 of Wirz in combination with the prior art discussed in the background section of the present application. However, Wirz does not disclose, and particularly not in Figure 4, that the cleaning elements of a cleaning roller are aligned in a circumferential direction of the cleaning roller. To the contrary, Figure 4 clearly discloses cleaning elements 11 that are angled with respect to the circumferential direction of the cleaning roller. In this regard, Applicant notes that the circumferential direction of a column, just like the cleaning roller of the present invention, is unambiguous and may be defined by the direction of dislocation of any point on the surface of the roller experienced upon rotation of the roller around its axis of symmetry.

Furthermore, and with respect to the Wirz's description of Figure 4 at column 4, lines 47-55, it is clear that the bristles 11 of the brush roller 8 are intended to be disposed randomly, but advantageously in the form of a spiral (as in Figure 4) "so that the bristles 11 of the cleaning

roller 8 *touch all the surface areas* of the outer cylindrical surface of the cylinder 4 and 6, respectively, when the roller 8 is in engagement” (emphasis added). In addition, Wirz, at column 2, lines 41-42, explicitly discloses “spirally disposed rows of bristles.” Thus, Wirz teaches a cleaning roller design having cleaning elements that are disposed in such a way (randomly or in the form of a spiral) that the cleaning elements engage “all the surface areas” of the outer cylindrical surface of a printing cylinder.

However, these teachings of Wirz, even when combined with the AAPA, do not teach or suggest the roller arrangement recited in independent claims 1, 4, and 16, since a recited feature of the inventive arrangement is that the cleaning elements run in a circumferential direction of the cleaning roller while remaining in between the spaced apart rows defined by the embossing pattern and the plurality of elevations thereof.

To the contrary, combining Wirz with the AAPA would not lead to a cleaning effect that is contained within and directed to the surface area of the embossing roller in between consecutive rows of elevations. Notably, Wirz is directed to a device for cleaning sheet-transfer cylinders, which although may include a textured surface, does not comprise a regular embossing pattern defining rows. Indeed, the elevations of an arrangement for embossing web-shaped materials are basically of much higher magnitude than the “elevations” of a textured sheet transfer cylinder. Given Wirz’s generally textured surface having no embossing patterns, Wirz has no need to direct and limit the cleaning effect to a certain area of the cylinder. Thus, Wirz fails to teach or suggest the arrangement of the cleaning elements of the present invention.

Accordingly, Applicant respectfully submits that independent claims 1, 4, and 16 are patentable over the prior art. In addition, Applicant respectfully submits that dependent claims 2, 3, 5, 9-15, and 17-20 are also patentable due at least to their dependence on an allowable base claim and for the additional features recited therein.

Regarding those additional features, Applicant specifically traverses the rejection of dependent claims 9 and 18, which recite that the cleaning elements are radially offset on the cleaning roller. That configuration can provide that only one cleaning element at any one time runs between the rows of the embossing roller. (*See, e.g.*, ¶¶ [0022] and [0024].) In contrast, in the spiral configuration of Wirz (which the Examiner relied on at page 4 of the Office Action), the bristles 11 are not radially offset and run continuously around the cylinder such that each pass of the spiral (and not “only one cleaning element,” as recited) contacts the embossing rollers. Accordingly, Applicant respectfully submits that claims 9 and 18 are patentable for that additional reason.

In addition, Applicant specifically traverses the rejection of dependent claim 19, which recites running the plurality of cleaning elements successively between the rows of the embossing roller, which is disclosed, for example, in Figure 2 and at ¶ [0024] of the present published application. As disclosed, in the successive running of the cleaning elements, the cleaning elements run between the rows one after the other. For example, as shown in Figure 2, cleaning element 26 runs first, followed by cleaning element 28, and then followed by each subsequent cleaning element in turn. This technique can prevent collisions between cleaning elements of a cleaning roller and elevations of a punch. In contrast, with cleaning elements that

cover the entire cleaning roller (as relied on by the Examiner at page 4 of the Office Action), the cleaning elements do not run successively through the rows in order, but rather randomly run through the rows. Wirz provides no hint or suggestion of the recited successive running. Applicant therefore respectfully submits that claim 19 is patentable for this additional reason.

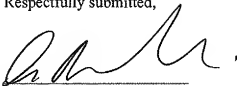
In view of the foregoing, all of the claims in this case are believed to be in condition for allowance. Should the Examiner have any questions or determine that any further action is desirable to place this application in even better condition for issue, the Examiner is encouraged to telephone Applicant's undersigned representative at the number listed below.

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Respectfully submitted,

Date: September 18, 2009

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Attachment: Two Drawing Replacement Sheets for Figures 1 and 2

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